

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

National Media Research Planning/ POL
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u>		<u>Alt Order #</u>
696468 /		06204258
<u>Product</u>		
NRCC IE 2012		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/18/12 - 10/25/12	2604	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
National Republican Cong. Committee	09/13/12 / 09/13/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KSDK	Kristin Waskie	Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	155	426
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount	
									Spots/Week	Rate	Rating			
1	KSDK	10/22/12	10/25/12	5-6a	5-6A		:30					NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/22/12	10/28/12	MTWT---					4	\$675.00	0.00				
2	KSDK	10/22/12	10/25/12	6-7a	6-7A		:30					NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/22/12	10/28/12	MTWT---					5	\$1,350.00	0.00				
3	KSDK	10/20/12	10/20/12	Sat 6-7A	6-7A		:30					NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/15/12	10/21/12	-----S-					2	\$550.00	0.00				
4	KSDK	10/21/12	10/21/12	Sun 6-7A	6-7A		:30					NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/15/12	10/21/12	-----S					2	\$550.00	0.00				
5	KSDK	10/20/12	10/20/12	NBC Today Show (Sa)	7-9A		:30					NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/15/12	10/21/12	-----S-					2	\$1,125.00	0.00				
6	KSDK	10/20/12	10/20/12	Sat 9-10a	9-10A		:30					NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/15/12	10/21/12	-----S-					2	\$1,125.00	0.00				
7	KSDK	10/21/12	10/21/12	Sun 9-10a	9-10A		:30					NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/15/12	10/21/12	-----S					1	\$1,010.00	0.00				
8	KSDK	10/21/12	10/21/12	This WK Cards Nation 10a	10-1030a		:30					NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/15/12	10/21/12	-----S					1	\$560.00	0.00				
9	KSDK	10/24/12	10/24/12	Ellen	3-4p		:30					NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/22/12	10/28/12	--W---					1	\$850.00	0.00				
10	KSDK	10/23/12	10/25/12	News Channel 5 at 5P	5-530P		:30					NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:	10/22/12	10/28/12	-T-T--					2	\$2,800.00	0.00				
11	KSDK	10/19/12	10/19/12	News Channel 5 at 6P	6-630P		:30					NM	1	\$3,025.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



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696468 /	06204258	
Contract Dates	Product	Estimate #
10/18/12 - 10/25/12	NRCC IE 2012	2604
Advertiser		Original Date / Revision
National Republican Con		09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Spots/ Type Spots			Amount
									Spots/Week	Rate	Rating	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	-----F--				1	\$3,025.00	0.00		
12	KSDK	10/22/12	10/25/12	News Channel 5 at 6P	6-630P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/22/12	10/28/12	MTWTF---				4	\$3,025.00	0.00		
13	KSDK	10/20/12	10/20/12	News Channel 5 at 6P Sat	6-630P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	-----S-				1	\$1,575.00	0.00		
14	KSDK	10/21/12	10/21/12	News Channel 5 at 5P Sun	5-530P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	-----S				1	\$1,575.00	0.00		
15	KSDK	10/22/12	10/25/12	630-7P Wheel of Fortune	630-7P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/22/12	10/28/12	MTWTF---				2	\$3,000.00	0.00		
D 16	KSDK	10/24/12	10/24/12	Chicago Fire	9-10P		:30					NM
N 17	KSDK	10/21/12	10/21/12	NFL Regular Season Football	Various		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	-----S				1	\$7,875.00	0.00		
18	KSDK	10/22/12	10/24/12	LN (M-F)	10-1035p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/22/12	10/28/12	M-W----				1	\$3,375.00	0.00		
19	KSDK	10/19/12	10/19/12	LN (M-F)	10-1035p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	----F--				1	\$3,375.00	0.00		
20	KSDK	10/23/12	10/23/12	Tonight Show	1035-1137p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/22/12	10/28/12	-T-----				1	\$1,010.00	0.00		
21	KSDK	10/19/12	10/19/12	6-7a	6-7A		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	----F--				2	\$1,350.00	0.00		
22	KSDK	10/19/12	10/19/12	Ellen	3-4p		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	----F--				1	\$850.00	0.00		
23	KSDK	10/19/12	10/19/12	News Channel 5 at 5P	5-530P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	----F--				1	\$2,800.00	0.00		
N 24	KSDK	10/18/12	10/18/12	News 5 at Four	4-430P		:30					NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		10/15/12	10/21/12	---T---				1	\$1,125.00	0.00		
Totals									0.00	40	\$73,805.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	40	\$73,805.00	\$62,734.25
Totals	40	\$73,805.00	\$62,734.25

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Signature: _____

Date: _____

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